

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/2020

MCD7213 – DIGITAL MEDIA CONTENT DEVELOPMENT

(All sections / Groups)

24 September 2019
10:00 a.m – 12:00 p.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 1 page with 5 Questions only.
2. Attempt **FOUR** out of **FIVE** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please print all your answers in the Answer Booklet provided.

Answer Four (4) out of Five (5) Questions. Always define keywords and provide examples to elaborate your discussion.

1. What is digital media literacy and why is it important?

(25 %)

2. How do users communicate, interact and access information in 3D virtual worlds? How important is digital content delivery in the virtual environment?

(25 %)

3. How effective for using the mobile phone for mass communication and entertainment?

(25 %)

4. Describe the challenges of and opportunities in the new culture of learning. How important of social networking in learning environment?

(25 %)

5. Which are two approaches to the identification of higher-level concepts in web design as basis for enhancing interaction experience? How important of aesthetic design for delivering digital content in web environment?

(25 %)

